

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A system for controlling a TV having an OSD (On Screen Display) function, comprising:

a service site server configured to provide a user OSD set menu and ~~an~~ a first OSD generation program which corresponds to original information of the TV, wherein the first OSD generation program is configured to provide a plurality of language selections and a plurality of viewing and display processing format selections;

a control unit configured to receive the user OSD set menu and the first OSD generation program from the service site server and to generate a corresponding OSD;

a storing unit configured to store the original information, contact information related to the service site server, and the first OSD generation program which corresponds to the original information, wherein the control unit is configured to contact the service site server using the contact information stored in the storing unit, and to store ~~an~~ a second OSD generation program which corresponds to an OSD set menu selected by a user from a plurality of user OSD set menus stored in the storing unit; and

a video processing unit configured to display the OSD generated by the control unit on a screen.

2. (Cancelled)
3. (Previously Presented) The system according to claim 1, wherein the service site server is configured to make contact with the control unit through a network interface unit.
4. (Previously Presented) The system according to claim 1, wherein the plurality of viewing format selections comprise a plurality of aspect ratios, and wherein the plurality of display processing formats comprises at least NTSC and PAL.
5. (Currently Amended) The system according to claim 1, wherein the user OSD set menu is configured to allow a user to select a user request language from the plurality of language selections provided by the first OSD generation program, and to select a user request format from the plurality of viewing and display processing format selections provided by the first OSD generation program.

6. (Previously Presented) The system according to claim 5, wherein the format comprises at least one of a display processing type format and an aspect ratio format.

7. (Previously Presented) The system according to claim 1, wherein the original information comprises at least a model name or a model number of the TV.

8. (Previously Presented) The system according to claim 1, wherein the contact information comprises a URL (Uniform Resource Locator).

9. (Cancelled)

10. (Currently Amended) The system according to claim 1, wherein the control unit is configured to receive an operation order signal input by a user, to access the second OSD generation program stored in the storing unit, and to generate an OSD based on the operation order signal.

11. (Previously Presented) A control method of a TV having an OSD (On Screen Display) function, comprising:

receiving a user OSD set menu which corresponds to original information of the TV by contacting a service site server when an OSD set key signal is generated, comprising uploading the original information of the TV by contacting the service site server, and receiving a user OSD set menu which corresponds to the uploaded original information;

receiving an OSD generation program which corresponds to the user request OSD set menu; and

generating a user OSD which reflects a user selected language and user selected viewing and display processing formats corresponding to an operation order signal by accessing the OSD generation program when the operation order signal is input by a user.

12. (Cancelled)

13. (Previously Presented) The control method according to claim 11, wherein generating the user OSD comprises updating a former OSD generation program with the received OSD generation program, and generating an OSD which corresponds to the operation order signal by using the updated OSD generation program.

14. (Previously Presented) The control method according to claim 11, wherein the original information comprises at least a model name or a model number of the TV.

15. (Previously Presented) The control method according to claim 11, wherein the OSD generation program comprises a plurality of language selections and a plurality of viewing and display processing format selections.

16. (Previously Presented) The control method according to claim 15, further comprising selecting a user request language from the plurality of language selections provided by the OSD generation program, and selecting a user request format from the plurality of viewing and display processing format selections provided by the OSD generation program.

17. (Previously Presented) The control method according to claim 16, wherein the plurality of viewing format selections comprises a plurality of aspect ratios, and wherein the plurality of display processing format selections comprises at least NTSC and PAL.

18-19. (Cancelled)